

## ORDER



**Orders**  
**Order / Rev:** 715123 - 3  
**Alt Order #:** 06326104  
**Product Desc:** 3pck/farkas/santiago/tobia  
**Estimate:** 476  
**Flight Dates:** 09/26/12 - 10/28/12  
**Original Date / Rev:** 09/19/12 / 10/30/12  
**Order Type:** Political

**Primary AE:** Aaron Ashe  
**Sales Office:** T-WAS  
**Sales Region:** NAT

**Agency**  
**Name:** McLaughlin & Associates/ POL  
**Buying Contact:** Marianne Campbell  
**Billing Contact:**  
 566 South Route 303  
 Blauvelt, NY 10913

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** RPF/3PAC/Farkas/Santiago/Tobia  
**Demographic:** A25-54  
**Product Codes:** PL-State House Representative  
**Priority:** P-3  
**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/30/12	3	\$3,000.00	\$2,550.00
10/01/12	10/28/12	31	\$21,000.00	\$17,850.00

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	3	\$3,000.00	\$2,550.00	0.00
October 2012	31	\$21,000.00	\$17,850.00	0.00
<b>Totals</b>	<b>34</b>	<b>\$24,000.00</b>	<b>\$20,400.00</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Aaron Ashe	T-WAS	NAT	Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WTSP	10/03/12	10/03/12	M-F 12-1230p 10 News @ Noon	CM	12-1230p	--W----	:30	1	\$900.00	P-3	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	--W----			1		\$900.00		0.00				
2	WTSP	09/26/12	09/26/12	M-F 12-1230p 10 News @ Noon	CM	12-1230p	--W----	:30	1	\$900.00	P-3	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/24/12	09/30/12	--W----			1		\$900.00		0.00				
3	WTSP	10/10/12	10/10/12	M-F 12-1230p 10 News @ Noon	CM	12-1230p	--W----	:30	1	\$900.00	P-3	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	--W----			1		\$900.00		0.00				
4	WTSP	10/24/12	10/24/12	M-F 12-1230p 10 News @ Noon	CM	12-1230p	--W----	:30	1	\$900.00	P-3	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	--W----			1		\$900.00		0.00				
5	WTSP	10/17/12	10/17/12	M-F 12-1230p 10 News @ Noon	CM	12-1230p	--W----	:30	1	\$900.00	P-3	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	--W----			1		\$900.00		0.00				
6	WTSP	10/15/12	10/16/12	M-F 5-530p 5-530p 10 News	CM	5-530p	MT-----	:30	2	\$550.00	P-3	0.00	NM	2	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				

Order / Rev: 715123 - 3  
 Alt Order #: 06326104  
 Flight Dates: 09/26/12 - 10/28/12

Advertiser: RPF/3PAC/Farkas/Santiago/Tobia  
 Product Desc: 3pck/farkas/santiago/tobia  
 Estimate: 476

WTSP-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
6	WTSP	10/15/12	10/16/12	M-F 5-530p 5-530p 10 News	CM	5-530p	MT-----	:30	2	\$550.00	P-3	0.00	NM	2	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/15/12	10/21/12	MT-----		2			\$550.00		0.00				
7	WTSP	10/22/12	10/23/12	M-F 5-530p 5-530p 10 News	CM	5-530p	MT-----	:30	2	\$550.00	P-3	0.00	NM	2	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/22/12	10/28/12	MT-----		2			\$550.00		0.00				
8	WTSP	10/08/12	10/09/12	M-F 5-530p 5-530p 10 News	CM	5-530p	MT-----	:30	2	\$550.00	P-3	0.00	NM	2	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/08/12	10/14/12	MT-----		2			\$550.00		0.00				
9	WTSP	10/22/12	10/23/12	M-F 5-530p 5-530p 10 News	CM	5-530p	MT-----	:30	2	\$550.00	P-3	0.00	NM	2	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/22/12	10/28/12	MT-----		2			\$550.00		0.00				
10	WTSP	10/01/12	10/02/12	M-F 5-530p 5-530p 10 News	CM	5-530p	MT-----	:30	2	\$550.00	P-3	0.00	NM	2	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/01/12	10/07/12	MT-----		2			\$550.00		0.00				
11	WTSP	10/03/12	10/04/12	M-F 530-6p 10 News at 530p	CM	530-6p	--WT---	:30	2	\$550.00	P-3	0.00	NM	2	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/01/12	10/07/12	--WT---		2			\$550.00		0.00				
12	WTSP	10/24/12	10/25/12	M-F 530-6p 10 News at 530p	CM	530-6p	--WT---	:30	2	\$550.00	P-3	0.00	NM	2	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/22/12	10/28/12	--WT---		2			\$550.00		0.00				
13	WTSP	10/10/12	10/11/12	M-F 530-6p 10 News at 530p	CM	530-6p	--WT---	:30	2	\$550.00	P-3	0.00	NM	2	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/08/12	10/14/12	--WT---		2			\$550.00		0.00				
14	WTSP	10/24/12	10/25/12	M-F 530-6p 10 News at 530p	CM	530-6p	--WT---	:30	2	\$550.00	P-3	0.00	NM	2	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/22/12	10/28/12	--WT---		2			\$550.00		0.00				
15	WTSP	10/17/12	10/18/12	M-F 530-6p 10 News at 530p	CM	530-6p	--WT---	:30	2	\$550.00	P-3	0.00	NM	2	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/15/12	10/21/12	--WT---		2			\$550.00		0.00				
16	WTSP	10/07/12	10/07/12	CBS Sunday Morning CBS Sunday Morning	CM	Sun 9-1030a	-----S	:30	2	\$1,000.00	P-3	0.00	NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/01/12	10/07/12	-----S		2			\$1,000.00		0.00				
17	WTSP	09/30/12	09/30/12	CBS Sunday Morning CBS Sunday Morning	CM	Sun 9-1030a	-----S	:30	1	\$1,000.00	P-3	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	09/24/12	09/30/12	-----S		1			\$1,000.00		0.00				
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	1	WTSP	09/24/12-09/30/12	CBS Sunday Morning		Sun 9-1030a	-----Su	:30		<del>(\$1,000.00)</del>		0.00	NM		
	Credited														
18	WTSP	10/14/12	10/14/12	CBS Sunday Morning CBS Sunday Morning	CM	Sun 9-1030a	-----S	:30	1	\$1,000.00	P-3	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/08/12	10/14/12	-----S		1			\$1,000.00		0.00				
19	WTSP	10/28/12	10/28/12	CBS Sunday Morning CBS Sunday Morning	CM	Sun 9-1030a	-----S	:30	1	\$1,000.00	P-3	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/22/12	10/28/12	-----S		1			\$1,000.00		0.00				

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 Estimate: 476

WTSP-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
20	WTSP	10/21/12	10/21/12	CBS Sunday Morning CBS Sunday Morning	CM	Sun 9-1030a	-----S	:30	1	\$1,000.00	P-3	0.00 NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
	Week:	10/15/12	10/21/12	-----S		1		\$1,000.00		0.00				
22	WTSP	10/28/12	10/28/12	Sun 630-7p Sun 630-7p 10 News	CM	Sun 630-7p	-----S	:30	1	\$700.00	P-3	0.00 NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
	Week:	10/22/12	10/28/12	-----S		1		\$700.00		0.00				
23	WTSP	10/14/12	10/14/12	Sun 630-7p Sun 630-7p 10 News	CM	Sun 630-7p	-----S	:30	1	\$700.00	P-3	0.00 NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
	Week:	10/08/12	10/14/12	-----S		1		\$700.00		0.00				
24	WTSP	09/30/12	09/30/12	Sun 630-7p Sun 630-7p 10 News	CM	Sun 630-7p	-----S	:30	1	\$700.00	P-3	0.00 NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
	Week:	09/24/12	09/30/12	-----S		1		\$700.00		0.00				
25	WTSP	09/29/12	09/29/12	LN (Sa) Late News (Sa)	CM	Sa 11-1135p	-----S-	:30	1	\$1,400.00	P-3	0.00 NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
	Week:	09/24/12	09/30/12	-----S-		1		\$1,400.00		0.00				
Totals													34	\$24,000.00